

Please Direct All Correspondence to Customer Number **20995**

TRANSMITTAL LETTER

Applicant	:	Spalink et al.
App. No.	:	09/608,135
Filed	:	June 30, 2000
For	:	METHOD AND SYSTEM FOR MONITORING ONLINE COMPUTER NETWORK BEHAVIOR AND CREATING ONLINE BEHAVIOR PROFILES
Examiner	:	Minh Dinh
Art Unit	:	2132

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Enclosed for filing in the above-identified application are:

- (X) Copy of Revocation and General Power of Attorney, Statement Under 37 CFR § 3.73(b), Copy of Assignment, and Certificate of Amendment for corporate name change in 17 pages.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Account No. 11-1410.

/SZS60107/

Sunjeev S. Sikand
Registration No. 60,107
Attorney of Record
Customer No. 20,995
(949) 760-0404

5169872
041808

**REVOCATION
AND
GENERAL POWER OF ATTORNEY**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The undersigned is an empowered representative of the Assignee and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, **Customer No. 20,995**, as attorneys and agents to represent the Assignee before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned to the Assignee according to the USPTO assignment records or assignment documents supplied with an accompanying Statement Under 37 CFR § 3.73(b). This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 CFR § 3.71.

Submission of this paper in connection with any matter of the below named assignee, together with a statement under 37 CFR 3.73(b), shall serve to revoke any previous powers of attorney in that matter.

A Statement Under 37 CFR § 3.73(b), signed by a registrant of Knobbe, Martens, Olson & Bear, LLP, is attached setting forth a full chain of title for the subject application owned by the Assignee named below. *

Please recognize or change the correspondence address for the application identified in the attached Statement to **Customer No. 20,995**.

By:



Date: 21 APRIL 2008

Name: Harley Giles

Title: CIO

Assignee: HITWISE PTY. LTD.
Level 7, 580 St. Kilda Rd.
Melbourne, Victoria 3004

Address: Australia

5135610:Jmo
041008

**STATEMENT UNDER 37 CFR § 3.73(b)
and
CHANGE OF CORRESPONDENCE ADDRESS**

Applicant	:	Spalink et al.
App. No.	:	09/608,135
Filed	:	June 30, 2000
For	:	METHOD AND SYSTEM FOR MONITORING ONLINE COMPUTER NETWORK BEHAVIOR AND CREATING ONLINE BEHAVIOR PROFILES
Examiner	:	Minh Dinh
Group Art Unit	:	2132

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This document is being filed with a copy of a "Revocation and General Power of Attorney" signed by the Assignee. This Statement sets forth the chain of title of the above-identified application.

Please recognize or change the correspondence address for the above-identified application to **Customer No. 20,995.**

Hitwise Pty. Ltd., a Corporation, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of:

A chain of title, in reverse order, from the inventor(s) to the current Assignee as shown by the following recorded assignments and certificate of amendment:

1. Assignment from John Northen, as Trustee in Bankruptcy for Plurimus Corp. to Hitwise Pty. Ltd. recorded in the United States Patent and Trademark Office on November 13, 2002, at Reel 013491, and Frame 0944.
2. Certificate of Amendment for corporate name change from Foveon Corporation to Plurimus Corporation dated March 1, 2001.
3. Assignment from the inventor(s) to Foveon Corporation recorded in the United States Patent and Trademark Office on January 25, 2001, at Reel 011482, and Frame 0104.

The undersigned is an agent of Customer Number 20,995 and is authorized to act on behalf of the Assignee. Please recognize or change the correspondence address for the above-identified application to **Customer No. 20,995.**

Appl. No. : 09/608,135
Filed : June 30, 2000

Docket No. EXP.209A
Customer No. 20,995

Respectfully submitted,
KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: _____

By: /SZS60107/_____
Sunjeev Sikand
Registration No. 60,107
Attorney of Record
Customer No. 20,995
(949) 760-0404

5174926
042108

02-06-2001

1-25-01



101606575

To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Jan-Dieter SPALINK
 Brian R.D. GULLETTE
 Andrew HATCHELL
 Randall C. NORTMAN



2. Name and address of receiving party(ies):

FOVEON CORPORATION
 4021 Stirrup Creek Drive
 Suite 120
 Durham, North Carolina 27703

COPY

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
 Other: _____
 Execution Date(s): 1/17/01

4. Application number(s) or patent number(s):

This document is being filed together with a new application:

- (a) The execution date(s) of the application is/are:
 (b) The title is: _____

*** OR ***

This document is being filed after filing of the application:

- (a) Patent Application No(s). 09/608,135 filed June 30, 2000 ; or
 (b) Patent No(s). _____, issued _____.

5. Name and address of party to whom correspondence concerning document should be mailed:

KILPATRICK STOCKTON LLP
 Suite 800
 700 13th Street, N.W.
 Washington, D.C. 20005

Our Docket: FOV0001

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41)..... \$ 40.00 **E**

☒ Enclosed
☐ Authorized to be charged to deposit account.

8. Deposit Account No.: 501458 (Any underpayment is authorized to be charged to this Deposit Account)
(Attach duplicate copy of this page if paying by deposit account)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

George T. Marcou, #33,014
 Name of Person Signing

Signature

Date: 1/25/01

Total number of pages including cover sheet, attachment and document: 3

DO NOT USE THIS SPACE

GTM/BDD/cod/36711.191549/89402

02/05/2001 BTM11 00000208 09508135

FC:581

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

APRIL 16, 2001

PTAS

KILPATRICK STOCKTON LLP
GEORGE T. MARCOU
700 13TH STREET, N.W.
SUITE 800
WASHINGTON, D.C. 20005



101606575A

COPY

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/25/2001

REEL/FRAME: 011482/0104
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

SPALINK, JAN-DIETER

DOC DATE: 01/17/2001

ASSIGNOR:

GULLETTE, BRIAN R.D.

DOC DATE: 01/17/2001

ASSIGNOR:

HATCHELL, ANDREW

DOC DATE: 01/17/2001

ASSIGNOR:

NORTMAN, RANDALL C.

DOC DATE: 01/17/2001

ASSIGNEE:

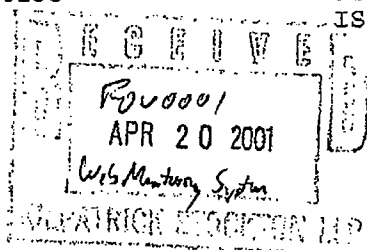
FOVEON CORPORATION
4021 STIRRUP CREEK DRIVE
SUITE 120
DURHAM, NORTH CAROLINA 27703

SERIAL NUMBER: 09608135

FILING DATE: 06/30/2000

PATENT NUMBER:

ISSUE DATE:



cc Kent Jarrett 4/12/01

011482/0104 PAGE 2

TARA WASHINGTON, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

ASSIGNMENT

WHEREAS, Jan-Dieter SPALINK, Brian R. D. GULLETTE, Andrew HATCHELL, and Randall C. Nortman (referred to as "ASSIGNOR") have invented certain new and useful improvements in an invention entitled METHOD AND SYSTEM FOR MONITORING ONLINE COMPUTER NETWORK BEHAVIOR AND CREATING ONLINE BEHAVIOR PROFILES,

- ☒ for which a utility application for a United States Patent was filed with the United States Patent and Trademark Office on June 30, 2000, Serial Number 09/608.135.
- ☐ for which an application for a United States Patent is being submitted to the United States Patent and Trademark Office herewith; and

WHEREAS, Foveon Corporation, having an office at 4021 Stirrup Creek Drive, Suite 120, Durham, NC 27703 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells and transfers to said ASSIGNEE, and to ASSIGNEE'S successors and assigns, ASSIGNOR'S entire right, title and interest in and to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any patent application claiming priority to the application, or any continuation, division, continuation-in-part, reexamination, renewal, substitute, extension or reissue thereof or any legal equivalent thereof in a foreign country for the full term of terms for which the same may be granted; and authorize and request the Commissioner of Patents of the United States and any official of any foreign country whose duty it is to issue patents or legal equivalents thereto, to issue same for this invention to ASSIGNEE, its lawful successors and assigns.

Serial No. 09/608,135

- 2 -


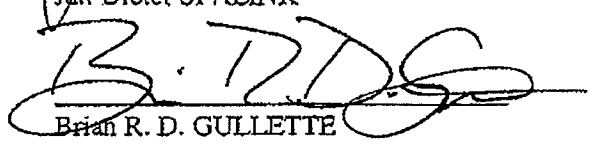
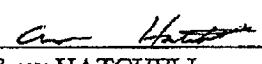

Docket No. FOV0001-US

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and signed on the date indicated below:

SIGNATURE(S)

The signature(s) must correspond with the name(s) of the inventor(s) above.

	<u>INVENTOR(S)</u>	<u>DATE SIGNED</u>
1)	 Jan-Dieter SPALINK	<u>01/17/01</u>
2)	 Brian R. D. GULLETTE	<u>1.17.01</u>
3)	 Andrew HATCHELL	<u>1/17/01</u>
4)	 Randall C. NORTMAN	<u>1/12/01</u>

210649022

State of North Carolina
Department of the Secretary of State
APPLICATION FOR AMENDED CERTIFICATE OF AUTHORITY

Pursuant to §55-15-04 of the General Statutes of North Carolina, the undersigned corporation hereby applies for an Amended Certificate of Authority to transact business in the State of North Carolina and for that purpose submits the following statement.

1. The name of the corporation
is: FOVEON Corp.
2. The name the corporation is currently using in the State of North Carolina is:
FOVEON Corp.
3. The state or country of incorporation is: the State of Delaware
4. The date the corporation was authorized to transact business in the State of North Carolina is:
December 10, 1998
5. This application is filed for the following reason (*complete all applicable items*):
 - a. The corporation has changed its corporate name to:*
Plurimus Corporation
 - b. The name the corporation will hereafter use in the State of North Carolina is changed to:
Plurimus Corporation
 - c. The corporation has changed its period of duration to: _____
 - d. The corporation has changed the state or country of its incorporation to: _____
6. Attached is a certificate attesting to the change, duly authenticated by the secretary of state or other official having custody of corporate records in the state of country of incorporation.
7. If the corporation is required to use a fictitious name in order to transact business in this State, a copy of the resolution of its board of directors, certified by its secretary, adopting the fictitious name is attached.
8. This application will be effective upon filing, unless a date and/or time is specified: _____

This the 1st day of March, 2001

FOVEON Corp.

Name of Corporation

David A. Neal

Signature

VP Finance + Administration

Type or Print Name and Title

NOTES:

1. Filing fee is \$50. One executed original and one exact or conformed copy of this application must be filed with the Secretary of State.
2. * If the name of the corporation as changed is unavailable for use in North Carolina, indicate this fact and state the name the corporation wishes to use in North Carolina on 5b. (See NCGS §55-15-06)

State of Delaware
Office of the Secretary of State PAGE 1

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "FOVEON CORP.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "PLURIMUS CORPORATION", THE FIRST DAY OF MARCH, A.D. 2001, AT 9 O'CLOCK A.M.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

2955375 8320

010102874

AUTHENTICATION: 0998465

DATE: 03-01-01



MARCH 20, 2003

PTAS

Under Secretary of Commerce For Intellectual Property and
Director of the United States Patent and Trademark Office
Washington, DC 20231
www.uspto.gov

KILPATRICK STOCKTON
A. JOSE CORTINA
3737 GLENWOOD AVENUE
RALEIGH, NC 27612

 COPY



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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/13/2002

REEL/FRAME: 013491/0944
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

NORTHERN, JOHN

DOC DATE: 09/23/2002

ASSIGNEE:

HITWISE PTY. LTD.
LEVEL 7/ 580 ST. KILDA ROAD
MELBOURNE VICTORIA, AUSTRALIA 3004

SERIAL NUMBER: 10251621
PATENT NUMBER:

FILING DATE: 09/20/2002
ISSUE DATE:

SERIAL NUMBER: 60323798
PATENT NUMBER:

FILING DATE: 09/20/2001
ISSUE DATE:

SERIAL NUMBER: 09606683
PATENT NUMBER:

FILING DATE: 06/30/2000
ISSUE DATE:

51693/ 277919 ✓ SERIAL NUMBER: 09608135
PATENT NUMBER:

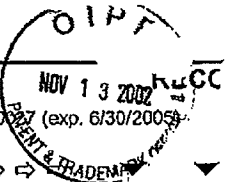
FILING DATE: 06/30/2000
ISSUE DATE:

013491/0944 PAGE 2

SERIAL NUMBER: 09608136
PATENT NUMBER:

FILING DATE: 06/30/2000
ISSUE DATE:

SAUNDRA BALLENGER, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS



11-20-2002

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents

102287936

Please Record the attached original documents or copy thereof.

1. Name of conveying party(ies):
John Northern, as Trustee in Bankruptcy for Plurimus
Corporation, Bankruptcy No. 01-83849

Additional name of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Hitwise Pty. Ltd.

Internal Address:

Street Address: Level 7 / 580 St. Kilda Road

City: Melbourne State: Victoria Zip: 3004

Country: AUSTRALIA

Additional Name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: 09/23/2002

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)

10/251,621; 60/323,798;

09/606,683; 09/608,135; and 09/608,136

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence
concerning this document should be mailed:

Name: A. Jose Cortina

Internal Address: Kilpatrick Stockton

Street Address: 3737 Glenwood Avenue

Suite 400

City: Raleigh State: NC Zip: 27612

6. Total number of applications and patents involved: 3

7. Total fee (37 CFR 3.41) \$ 200

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy
is a true copy of the original document.

A. Jose Cortina Reg. No. 29,733

Name of Person Signing

Signature

November 5, 2002

Date

Total number of pages including cover sheet, attachments, and documents: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

11/19/2002 TDIAZI 00000172 10251621

01 FC:8421

200.00 OP

Attorney's Docket No. 51693/277917

PATENT

For: ☒ U.S. and/or ☒ Foreign Rights
For: ☒ U.S. Application or U.S. Patent
For: ☒ PCT Application
By: ☒ Trustee

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

John Northern, as Trustee in Bankruptcy
for Plurimus Corporation, Bankruptcy No.
01-83849

100 Europa Drive, Suite 550
Chapel Hill, NC 27517

(type or print name of Assignor)

Address

Nationality

hereby sell, assign and transfer to:

ASSIGNEE:

Level 7 / 580 St. Kilda Road
Melbourne Victoria 3004
Australia

Hitwise Pty. Ltd.

(type or print name of Assignee)

Address

Australia

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following:

- ☒ the entire right, title and interest
☐ an undivided _____ percent (____%) interest

for the United States and its territorial possessions

(check the following box if foreign rights are also to be assigned)

☒ and in all foreign countries, including all rights to claim priority in and to any all improvements which are disclosed in the inventions entitled and identified as set forth in attached Schedule A, and any legal equivalent thereof in other countries, including the right to claim priority and, in and to, Letters Patent to be obtained for said invention by the above application or any non-provisional application based thereon, and any continuation, continuation-in-part, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof;

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent

and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I have hereunto set hand and seal this 9/23/02.
(Date of signing)

Names of Assignor:

John Northen, as Trustee in
Bankruptcy for Plurimus Corporation,
Bankruptcy No. 01-83849

John Northen
Signature

☐ Notarization or Legalization Pages Added.

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

NOTARIZATION OR LEGALIZATION ACCOMPANYING ASSIGNMENT

NOTE: Executing this page is not required for assignment and is only prima facie evidence of execution. 35 USC 261.

Details of Country
and place of signing of assignment

UNITED STATES OF AMERICA

STATE OF NORTH CAROLINA
COUNTY OF ORANGE

Before me this 24 day of SEPT. 2002 personally appeared John Northen, as Trustee in Bankruptcy for Plurimus Corporation, Bankruptcy No. 01-83849, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he executed the same of his own free will for the purpose therein expressed

Elaine M. Vance
Notary Public or Consular Officer of the United States of America

ELAINE M. VANCE
Notary Public
Durham County, NC
My Commission Expires 12/08/05

Schedule A

U.S. PATENT APPLICATION SERIAL NO.	FILING DATE	TITLE	INVENTORS
09/606,683	June 30, 2000	Method and System for Classifying Information Available on a Computer Network	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman Kevin Babyak Michael Babyak
09/608,135	June 30, 2000	Method and System for Monitoring Online Computer Network Behavior and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
09/608,136	June 30, 2000	Method and System for Monitoring Online Behavior at a Remote Site and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
60/323,798	September 20, 2001	Method and System for Characterization of Online Behavior	Maureen Mendick Tarquin Michael Chad Robertson Robert Asheville Sandefur, Jr.

RALLIB01:656653.1